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CONCEPTUAL FOUNDATIONS OF EFFECTIVE STATE SOCIAL POLICY OF UKRAINE

The scientific paper is dedicated to the study of the main concepts of the state's social policy in the globalization conditions in the context of the need to improve its institutions and increase the effectiveness of the protection of social rights in Ukraine. In particular, modern domestic and foreign scientific approaches to defining the conceptual foundations of state social policy are analyzed. It is emphasized that the main strategic orientation should be the course on the employment of the population and adequate payment for the effective work of citizens. It is proven that the conceptual approach to the formation and implementation of social policy is actually the basis on which its methodology and tools are created.

Keywords: *state social policy, public administration, mechanisms of state social policy, social protection, wages, well-being, conceptual foundations.*

Problem statement. The key practical problem of developing and implementing state social policy in Ukraine is determining its priorities. The logical continuation is followed by their ranking according to the degree of importance and urgency, the selection of the most problematic areas, the study of world experience, historical experience and specific proposals for their improvement and implementation. The mechanisms through which concrete work aimed at the result will be carried out are of special relevance. In this context, the main, central, strategically oriented course should

be the employment of the population, adequate payment for effective work and, on this basis, the growth of indicators of the population's well-being.

Recent research and publications analysis. Over the past several decades, the conceptual foundations of effective state social policy have been studied by a significant number of scientists, among whom it is worth highlighting O. Brazhko, A. Kovalev, K. Nikolayets, O. Poberezhna, J. Rawls, L. Stozhok, O. Kholostova, L. Yarova, A. Yagodka and others.

Research objective. The purpose of the paper is to study the conceptual foundations of effective state social policy in Ukraine.

Presentation of basic material of the research. The internal policy of the state is divided into different directions depending on the sphere of social relations into which it invades. In this sense, economic, social, national, demographic, environmental, etc. policies are distinguished. One of the most important parts of domestic policy is social policy embodied in its social programs and practice, which regulates socio-economic relations in society for the benefit and through the interests of the main social groups of the population.

Reforming the social sphere of Ukraine in the 90s of the last century caused a surge in scientific and practical publications. However, the large volume of research in this area still does not remove the existence of theoretical and methodological problems, manifested in the absence of a unified conceptual apparatus, approaches to determining the content, structure and functions of the state's social policy. In this regard, the research methodology requires the analysis of interpretations and approaches to the study of the social policy of the state and the identification of the conceptual foundations of the effective social policy of the state.

A rather large array of social policy definitions has accumulated in domestic and foreign science. Without resorting to the semantic characterization of the concept of "social policy" in different historical periods, we note that over the past twenty years it has evolved from an extremely limited understanding of its subject-object component - a limited set of activities carried out within the framework of the social policy of the state

to the need to extend its regulatory action to such social processes as relations between social groups, processes of social differentiation and social mobility, actualization of expansion in methodological and practical purposes of subjects of social policy.

The definition of "social policy of the state" should include that group of problems that allows us to clarify the following: the interaction between social policy and common policy; its specificity as a direction of political leadership of society; characteristics of social phenomena and processes that are the object of social policy influence; functions, types of social policy and trends in their development in the modern world.

The concept of "social policy" in an applied, practical context is considered as a system of specific measures and a multifaceted process and a structurally complex phenomenon, or as "a system of relationships and interactions in the field of social and labor relations between social groups, social layers of society, in the center of which the main ultimate goal is a person, his well-being, social protection and social development, life support and social security of the population as a whole [4, c.138].

The existing methodological problems of the development and practical implementation of social policy goals are due to a narrow understanding and interpretation of "social", which requires a certain rethinking of the concept itself. As you know, the condition of society's existence is the economy. But the life of society is not exhausted by one economy, accordingly, social processes cannot be reduced to economic processes. Social processes are, first of all, relationships that people enter into in public life. The named relationships, and therefore the processes themselves, have essential, meaningful properties that are formalized into social institutions. Economic processes are a part (type) of social processes. They characterize the arrangement of public management as the conditions for the existence of society. These relations are expressed in the corresponding economic relations, phenomena, institutions.

In this regard, it is appropriate to consider social processes in the wide and narrow sense of the word. Social processes in a wide sense include economic processes (relations, phenomena, institutions). Social processes in the narrow sense do not include such processes, extending only to non-production, non-economic aspects of public life.

Expressing different moments of the organization of society, social (taken in a narrow meaningful sense) and economic processes actively interact with each other. This interaction is represented by their meaningful complementarity, mutual penetration, namely, the ability to create a kind of socio-economic duality. In this regard, the field of social policy should include a fairly large range of issues related to the life of individuals and society - from supporting the disabled, the elderly, the lonely, and refugees to ensuring the functioning and development of society as a whole. But the main objective of the social policy of modern society is to increase the degree of freedom of individuals, to expand the possibilities of their choice, to realize the development potential. The fact that these basic target settings were formulated back in the mid-90s of the last century draws attention, but they still retain special relevance for today's Ukraine [6, c.258].

A wide interpretation of the studied concept shows that the object and subject of social policy coincide with the main elements, blocks and structures included in the social and labor sphere of society. Among them are the sectors of intangible production (education, health care, housing and communal services, culture, tourism, sports, and so on); employment, pension system, social protection, social partnership, etc. In this context, ensuring a balanced solution of tasks in the entire field of social policy is the most important task of the modern state, which is solved jointly by different levels of government.

However, one of the key practical problems in the development and implementation of social policy is the determination of social policy priorities, which was repeatedly pointed out in their works by well-known Ukrainian scientists V.V. Kulikiv, I.F. Prokopenko and others. Arguing that "there is nothing "unimportant" in social policy, scholars develop endless classifications of relevant priorities. But such lists, each time remaining incomplete, are hardly productive in theoretical and practical terms. Something else is needed - the selection of "the most important of all important" [2, c. 134].

Social reforms should have started not with the reform of housing, education and health care, and not with the manipulation of benefits, but with the provision of sharp positive dynamics of wages (multiple growth). Analyzing the conclusions of well-known

scientists, one should justify the conceptual foundations of the selection of social policy priorities in this way.

It is necessary to restore the comprehensive system of training of qualified and highly qualified personnel that existed in Soviet times, institutes of training and retraining of mechanical and intellectual labor workers should be introduced everywhere with an even geographical distribution of branches in the regions of Ukraine. At the same time, it is necessary to create new jobs in high-tech industries, to update equipment everywhere, to create comfortable working conditions in compliance with safety requirements. The next step will be a multiple increase in wages for the qualified specialists sector, which will serve as an additional motivation for the able-bodied population to undergo the above-mentioned training and will not require coercive instruments from state authorities. Here you need a reference to similar historical experience in solving this kind of tasks.

The third priority is the situation with poverty and extreme poverty of some sections of the population. It is no longer a secret that the problem of the impoverishment of the working people received its active development in the period from 1992 to 1996, when the old world was completely destroyed, and the new one was just beginning to be formed and legitimized. It will be wrong to place all the responsibility only on the state, which deprived the population of all its savings, stopped regulating employment and wage issues, stopped food security, and legally withdrew from most social guarantees. A large part of the responsibility lies with the citizens themselves, who, let's assume, such an attitude on the part of the state and have given up in the hope that someone else will come and help solve all the pressing problems. If there is no development, then there is stagnation, then stagnation, and the processes of degradation of consciousness are launched, the natural end of which is the physical death of the subject. An increase in the consumer basket, on the basis of which the subsistence minimum is calculated, can be the solution to this complex problem in the first steps. Here it is important to note the interdependence of all elements of the system, that is, it is impossible to solve the issue of poverty without starting the implementation of the tasks indicated above [7, c.92].

The fourth priority is the equalization of the ratio of minimum and average wages to the level of 50%, in accordance with the recommendations of the Committee on Social Rights of the Council of Europe. According to the fourth chapter of the European Social Charter (as you know, signed by Ukraine), it is stated that the ratio of minimum and average wages should not fall below 60% (to reach this level, in Ukraine it is necessary to increase the current minimum wage in five times). It is known that a seven- to eight-fold gap in the incomes of extreme decile groups of the population is considered critically dangerous in terms of the social situation. In Ukraine, according to official statistics, it reaches 14, and in terms of wages - 20 times (for comparison: in Western European countries, the corresponding "salary" indicator ranges from 4.4 in Austria to 10.4 times in Great Britain. In addition, we have a tendency to differentiate wages in various sections, including inter- and intra-regional, inter- and intra-industry. If in developed countries the share of wages and the share of social insurance (that is, wages deferred or reserved for cases of social risks) in GDP are 45-60 and 12-25%, respectively, which together gives 57-65%, then in In Ukraine, all these proportions are abnormally low, and are half as much as in countries with a modern market economy [3, c.97].

Summarizing the above, the following conclusions are suggested: For many years, the state government has deliberately pursued and continues to pursue a policy of restraining wage growth and even partially understating it in many areas of labor activity (education, engineering, textile industry). The statistical data presented in the article confirm the stubborn resistance of the administrative resource to the increase of the minimum wage to the living wage. At the same time, the arguments of the authorities are quite convincing and consist in the fact that the increase in wages can increase inflationary risks, which in turn will significantly reduce the positive margin. The argument is very incorrect. In itself, the increase in wages is a likely, but not the only, source of inflation, which, as post-Soviet experience shows, is "sustainably positive" and without a noticeable increase in wages. What is important is not so much the increase in the worker's earnings, but the reduction of his gap with the cost of labor, as well as the increase of his share in the GDP.

It is important to harmonize these processes so that wages are transformed from a factor that develops population poverty and the destruction of industrial and economic associations into a factor that increases the welfare of citizens and contributes to the transition from simple economic growth to state management of the country's social development in a broad sense for strategic purposes social policy: employment, income, well-being. However, in practice, Ukraine's social policy as an area of strategic and tactical goal setting is overburdened with problems of a conceptual and methodological nature in its development and implementation. This is due, first of all, to the long-term "departmental" dispute between economists and "socialists", which was repeatedly pointed out by well-known Ukrainian scientists and practitioners.

In the modern world, the economy is not a self-sufficient and closed branch of activity. Economic growth is ultimately necessary in order to create conditions for human development, raising the level and quality of his life. The activity of the state in the economic sphere should be based on the qualifications of the social condition of the majority of the country's population. The social market economy is a tool for building not a purely market, but a socially oriented society. That is, within the framework of the social economy, the market is considered as some apparatus that maximized the level of achievement of the set goals, and not only those who arrived. In this context, the state's determination to destroy industry and agriculture as the basic sectors of the Ukrainian economy looks quite strange. Actions of this kind give rise to serious social problems (high unemployment, low incomes of the population) and require expanding the boundaries of the space for social protection of the population and increasing budget expenditures for these purposes.

As for the problem of employment of the population, where the creation of new jobs is a task that almost all countries of the world are solving in the post-crisis period. This is due to a number of reasons, one of which is the reduction of the need for direct human labor as a result of scientific and technological progress. Modern economic growth is called growth without jobs. According to J. Rifkin, new technologies mean the onset of an era of production in which there are almost no workers against the background of

intensive population growth. The disparity between population growth and declining job opportunities will long define geopolitics in the emerging high-tech global economy [5, c.16].

Currently, all European governments recognize that the general welfare state must, firstly, be compatible with international competition; secondly, to ensure the employment of the population, which contributes to the reduction of public expenditures; thirdly, to envisage not only state intervention, but also assistance from the private sector (mixed system of social security). The state of the social protection system existing and functioning in Ukraine can be assessed as "The system of social protection of the population of the transition period". A similar term was already used, but in relation to the Ukrainian economy, before it was recognized as a market economy. Undoubtedly, the situation in the social sphere of the state is improving, as evidenced by numerous visible changes (the creation of a social map, the restoration of the sanatorium-resort treatment system, the introduction of home social services, the creation of operational social response centers), but such actions are the result of the independent development of the social services system and not an empty copying of the European experience [1].

Conclusions. The main, central, strategically oriented course should be the employment of the population, adequate payment for effective work and, on this basis, the growth of indicators of the well-being of the population. The movement along this trajectory presupposes the active use of the program-target mechanism for managing the social development of Ukrainian regions and territorial communities on the basis of effective management of their economic potential. Thus, the conceptual and methodological understanding of goals and results carried out in recent decades by the Ukrainian state of social policy allows us to conclude about the need for a radical change in priorities, namely: the conceptual core of the development and implementation of social policy goals should be the economic development of territories, a permissible solution to three tasks: employment, income, well-being of the population.

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